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What Is Claimed Is:

- 1. A process for preparing a transfer suitable for transfer printing to an article, comprising:
- 5 a) selecting a substrate which is substantially devoid of fusible polymers;
 - b) selecting an ink containing a fusible polymer, said ink suitable for application in an ink-jet printer;
- 10 c) printing said ink onto said substrate from said ink-jet printer to obtain a heat transferable transfer.
 - 2. The process of claim 1, wherein said substrate comprises plain copy paper.
 - 3. The process of claim 1, wherein said inkjet printer is a color ink-jet printer.
 - 4. A process of claim 1 wherein said ink comprises a pigmented polyvinyl plastisol ink.
- 5. The process of claim 1 wherein said fusible polymer comprises a thermoplastic polymer.
 - 6. The process of claim 1 wherein said fusible polymer comprises a thermosettable polymer.
 - 7. The process of claim 1 wherein said substrate is coated with a release coating.
- 25 8. The process of claim 7 wherein said release coating comprises a coating containing a release

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agent selected from the group consisting of wax, silicone resin, and mixtures thereof.

- 9. A process for transfer printing of a computer-readable design to an article, comprising:
- a) providing a computer-readable file corresponding to said design;
- b) inputting said computer readable file to an ink-jet printer, said ink-jet printer containing ink containing a fusible polymer;
- c) printing said design by said ink-jet printer onto a substrate substantially free of fusible polymers to form a transfer;
- d) positioning said transfer on said article; and
- e) applying sufficient heat and pressure to cause said design to be transferred from said transfer to said article.
- 10. The process of claim 9 wherein said article containing said transferred design has a hand and feel in areas of said article surrounding said transfer which are the same as the hand and feel of said article prior to applying said transfer.
 - 11. A process of claim 9 wherein said ink comprises a pigmented polyvinyl plastisol ink.
 - 12. The process of claim 9 wherein said fusible polymer comprises a thermoplastic polymer.
 - 13. The process of claim 9 wherein said fusible polymer comprises a thermosettable polymer.

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14. The process of claim 9 wherein said substrate is coated with a release coating.

15. The process of claim 9 wherein said release coating comprises a coating containing a release agent selected from the group consisting of wax, silicone resin, and mixtures/thereof.

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